CANADIAN MOVING PICTURE
# Digest

RAY LEWIS
EDITOR AND
PUBLISHER
HERMANT BLDG.
21 Dundas Square
TORONTO

FORTIETH YEAR OF PUBLICATION 1915-54

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

VOL. 46, NO. 19 TORONTO, ONTARIO, CANADA MAY 8, 1954

# Have A Heart-Award Monty!

Monty Hall, Radio and Television star, was presented with the 1953 Variety Tent, 28, Toronto, Heart Award, on April 27th, at the Variety gathering of members, in the Fiesta Room, of the Prince George Hotel.

The Heart Award is a Special Annual Award, presented for conspicuous and outstanding Humanitarian Effort.

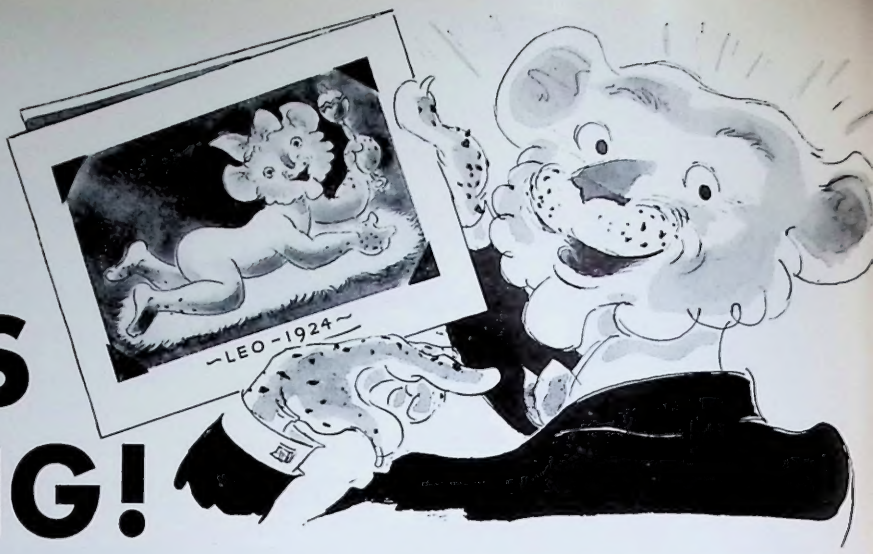
This is the first time, that the Toronto Tent of Variety has made the presentation to an actor.

Mr. Reuben Bolstad, Past-Chief Barker made the presentation on behalf of the members to Monty Hall, who has Emceed benefit shows for Variety, staged shows for Variety, making trips frequently with performers to theatres out of Toronto, thereby, raising a considerable sum of money for Variety Village.

Left to right: Monty Hall, Chief Barker William Summerville Jr. and Past-Chief Barker, Reuben Bolstad.

Paramount International Films Inc., a wholly-owned subsidiary company of Paramount Pictures has made available to Canadians through Canadian bankers 285,000 common shares of Famous Players Canadian Corp. at $23.50 a share, which still leaves Paramount, with about 51 percent of the stock.

# 30 YEARS YOUNG!




## —And Time Out to Say "Thank You" to All Exhibitors From The Bottom of Our Hearts!

The party's not over by any means. There are lots of fine M-G-M Anniversary Attractions to come. But your friendly Lion, on behalf of all the lads and lasses in every M-G-M Exchange in the U. S. and Canada, pauses now to express heartfelt thanks for the wonderful cooperation of Showmen everywhere.

Thanks, gentlemen, for the way you said "Happy Birthday" with playdates.

Thanks for your assistance in spreading the message of M-G-M's Gala Jubilee among your patrons.

Thank you, Mr. Exhibitor, one and all, from the heart of Leo the Lion for helping to make our Anniversary the most successful of its kind in movie history.

*Paving the way to your box-office were many gracious friends of M-G-M. We are deeply appreciative of the wonderful cooperation of the nationwide press; of Ed Sullivan's "Toast of the Town" hour-long salute on 142 coast-to-coast stations of CBS-TV; of special 16-page sections in M. P. Herald and Boxoffice; of special photo-section of The Exhibitor, special pages in Showmen's Trade Review, Film Bulletin, Greater Amusements; special editorials, news stories, photos in all trade publications; of N. B. C. network salute to "Rose Marie"; of top treatment on other TV and Radio shows; of the 15 fan magazine covers on M-G-M stars and their additional editorial generosity.*

(*Signed*)

Leo ← my paw

## M-G-M's ANNIVERSARY HIT PARADE CONTINUES!

### "ROSE MARIE"

**New box-office records at Radio City Music Hall—big everywhere!**

(*CinemaScope—Color*)

Ann Blyth, Howard Keel, Fernando Lamas

★

### "RHAPSODY"

**Another Music Hall triumph and a musical love drama delighting millions!**

(*Technicolor*)

Elizabeth Taylor, Vittorio Gassman, John Ericson, Louis Calhern

★

### "EXECUTIVE SUITE"

**Now a Radio City Music Hall sensation! The cast of the year in the picture of the year! "10 Best" nominee!**

Starring Academy Award-Winning William Holden, June Allyson, Barbara Stanwyck, Fredric March, Walter Pidgeon, Shelley Winters, Paul Douglas, Louis Calhern, Dean Jagger, Nina Foch

★

### "PRISONER OF WAR"

**Successful test engagements demonstrate solid exploitation potential!**

Ronald Reagan, Steve Forrest, Dewey Martin, Oscar Homolka

★

### "THE STUDENT PRINCE"

**M-G-M's youthful, beautiful musical of riotous, royal romancing and music of Sigmund Romberg.**

(*CinemaScope—Color*)

Ann Blyth, Edmund Purdom and the singing voice of Mario Lanza

★

### "FLAME AND THE FLESH"

**Star-studded drama filmed in the pleasure haunts of Europe. Lana and Carlos are dynamic lovers!**

(*Technicolor*)

Lana Turner, Pier Angeli, Carlos Thompson

★

### "MEN OF THE FIGHTING LADY"

**Exploitation natural! Thrill adventures of the Navy's jet pilots! Big cast!**

(*Color*)

Van Johnson Walter Pidgeon, Louis Calhern, Dewey Martin, Keenan Wynn, Frank Lovejoy

# Ray Presents

THESE ARE, I believe, the most exciting and stimulating times, which we have ever had in the Motion Picture Industry.

We have had, exciting times previously, we have had stimulating periods in our history, but the combination of the two, to a degree which we are at present experiencing, I cannot remember as ever having happened.

*Every department of our Industry is sounding an optimistic note, and the attitude of the Allied States Association, in seeking to increase its supply of product, indicates, that the thousands of members expect continuous theatre patronage.*

*The figures on the home and foreign front, for the exhibition and distribution of pictures, are fantastic figures, and I note, that there is an air of exciting anticipation being circulated by executives in connection with product, and the various process Equipment used in production.*

IRRESPECTIVE of what form of good sound, Producers and Exhibitors adopt, it is my belief, that the Wide Screen will become a general and permanent technique of Motion Pictures just as Talking Pictures.

I have never been a kill-joy, because I believe in the positive expression, which is a stimulant toward action, but if you will remember, I said, that the Exhibitors, who advocated the elimination of what they called, "blind and block booking," and the introduction of bidding for pictures, the division of production from exhibition, would regret being the provocateurs of the subsequent legal legislation. I said, that Time would prove that what they were supporting would be mainly for the benefit of the Distributors and Producers.

*That Time has caught up with us, and with the exception of some easy money, which some Exhibitors obtained through Anti-Trust suits, how has the Great Divide benefitted the Independent Exhibitor?*

IF ALLIED STATES makes deals with Producers guaranteeing to take all the pictures which each Producer makes, is this not going back to "blind and block booking"?

What will become of the privilege clause in the contracts with major Producers, whereby, an Exhibitor in buying has a right to reject a certain percentage of the pictures which he buys?

*Will not the Independent Producer, without the guaranteed bookings privilege, have cause to institute an unfair competition action against Allied States Exhibitors and its Producers, and will not the Independent Exhibitor, who is not a member of Allied States Assoc. allege the same cause for Anti-Trust action?*

*How separated will Allied States be from the Independent Producers to which it is guaranteeing bookings, and does not such joint enterprise conflict with the Separation Decree?*

PERHAPS I am wrong, because my commonsense knowledge cannot possibly know as much about Law as the General Counsel of Allied States, Mr. Abram Myers, who, we all have agreed, is a brilliant lawyer with a comprehensive knowledge of Show Business.

It will be interesting to see what will happen should a producer make a tremendous success of a picture, what exhibitors will get the picture, and if Allied members, who have given the Producer guaranteed bookings, will be willing to give certain members with the better houses, the prior runs!

*It will be interesting to watch how long the Producers, who will receive offers from Major Companies for deals with them, will remain Producers for Allied States members under the guaranteed booking plan.*

WHAT WILL HAPPEN if a Producer makes twelve fair pictures? Who will distribute the product to the Allied members and other Exhibitors? Will it channel through an established Exchange, or will Exchanges be set up, patterned after United Artists? The history of United Artists would give the Sponsors of the Plan valuable information.

Who will fix the rentals on the pictures, the members of Allied States, the Producers and their Distributor, but does this not come within the realm of price-fixing and Unfair Competition?

*When I think of the tough time some Independent Producers, who have contributed box-office winners, have had, before they managed to hold on to a little money which their pictures earned, men, who have had years of experience, I watch this independent venture with trepidation.*

ALTHOUGH 2,500 bookings guaranteed on a picture, will not give the Producer the costs of production, advertising and distribution, it is an excellent financial foundation from which to build and I wonder did Allied States members talk to Universal, Columbia, United Artists, Republic, Allied Artists and propose such a guaranteed booking plan for their respective Product, selecting pictures from each company which would be comparable to the Product which they propose to have produced?

I need not ask did they go to some of the other Major Companies, for comparable Product, or from the Majors do they only select, The Student Prince, Rhapsody, Elephant Walk, Executive Suite, The Robe, River Of No Return, About Mrs. Leslie, How To Marry A Millionaire, The Long, Long Trailer, Lucky Me, Dial M For Murder, etc.?

*Remember the time in the U.S. of the Classification lists, Specials and then A, B and C groups, and when the Exhibitor reached the C group, he found, that it was Cheaper By the Dozen? No wonder some of the Majors grew tired of producing C groups, they could never get back the cost of production and the marketing of these, but the Classification started such pictures off with a marketing handicap, despite the fact that among these smaller pictures, the public found surprisingly good entertainment.*

SPEAKING of good entertainment, brings to mind, the hold-over business Empire-Universal's The Glenn Miller Story has been doing at Loew's Uptown, Toronto, now in its 10th week. IFD's Hobson's Choice is in its ninth week at the International Cinema followed closely by Walt Disney's The Living Desert, distributed through RKO, which is playing its sixth week at the Towne Cinema.

*JARO's The Kidnappers has gone into its third week, and is holding over wherever it is playing, while Academy Award Winner From Here To Eternity, Columbia, has held over at Famous Players Oakwood and Runnymede Theatres, Toronto.*

EXCITING and stimulating I am sure, will be Paramount's VistaVision demonstration, in Toronto, on May 20th. Paramount will shortly announce the theatre where the demonstration will take place and we hope, confirm the report we have, that our old friends Barney Balaban, Al Schwalberg, Ted O'Shea, Oscar Morgan, Jerome Pickman, and Dr. Charles Daily will be present for the demonstration, which follows the New York Premiere of VistaVision.

*(Continued on Page 7)*

# Toronto and District

By BILL PRESS

**Two contests were featured in connection with the engagement of "Heidi" at the Roxy Theatre, Hamilton.**

**One was a picture-coloring contest which was a tie-in with Bogart Credit Jewellers, the chief prize being a watch.**

**The other was the "Orange Crush" contest for the naming of Heidi's kitten, top prize, a radio, being provided by Brown's Tire Service.**

*Work is progressing satisfactorily on the preparations for the annual benefit baseball game at Maple Leaf Stadium June 11 in aid of Variety Village, according to reports received at the general meeting April 27 of the Toronto Variety Tent. Much advertising space has been sold in the souvenir program which is a handsome source of revenue.*

**During the week of May 10, the Palace Theatre, Hamilton, will be the scene of the Dominion Drama Festival, with plays being presented by groups from all parts of Canada.**

**A national theatre conference will be conducted at the time of the festival when one of the luncheon speakers will be Lorne Green of Toronto and New York.**

*A happy luncheon was held in the screening room of Columbia Pictures' exchange, 72 Carlton St., by the Film Section of the United Jewish Appeal of Toronto which is currently under way.*

*The co-chairmen of the Film Group are Herb Allen and Sydney Spiegel.*

**The Niagara District Theatre Managers Association presented a benefit performance for Variety Village, this being the annual stage and screen show for this cause.**

**The attractive program was staged at the Odeon Palace Theatre, St. Catharines, on Sunday night, May 2. Among the boosters in that city were Harry Rosenberg, Vern Hudson, Vern Marriott, F. Kozlo and Roy Miller.**

*The Famous Players' Tivoli Theatre in Hamilton is undergoing a complete modernization at an announced expenditure of close to $250,000. Despite a false front and scaffolds, Manager Jim McDonough will keep the theatre in operation until the big project is completed at the end of August.*

**Many theatre men who remember Lloyd S. Gurr as an exhibitor will sympathize with him in the dreadful accident which befell his 16-year-old son, Robert Gurr, on a farm near Rockton, Ont.**

**While enjoying an outing, the boy was accidentally shot and his right leg had to be amputated. The family home is 80 Traymore Cres., Hamilton, where the youth is resting.**

*Lawrence Nardella has prepared plans for the construction of a 950-seat theatre in the Mountain suburban district of Hamilton but has had to negotiate with an advisory committee on the zoning bylaw.*

**Funeral services were held at the Holy Blossom Temple, Toronto, Thursday, April 29th, for Louis Polakoff, former Toronto exhibitor and Picture Pioneer.**

## LILACS IN THE SPRING

Herbert J. Yates, president of Republic Pictures announced the signing of an agreement with Herbert Wilcox for the distribution of the latter's forthcoming production, "Lilacs in the Spring," throughout the Eastern hemisphere. "Lilacs in the Spring" will co-star Errol Flynn and Anna Neagle. Flynn will make his musical comedy debut in the film, while Miss Neagle will make her return to the screen after two years on the stage.


**MR. EXHIBITOR**

! ! ! !

We now have a library of good 40-second sound trailers (adfilms) for 32 different business classifications, covering every type of merchant in your town.

We can tie in the merchant's name, slogan, etc., with appropriate voice message and **SELL** this service for you **LOCALLY** and **PROFITABLY** in English or French.

Our trailers run a full week in each theatre at every performance and we have enough **DIFFERENT** subjects to give a maximum 26-week program during the year.

For **CONSISTENT** extra revenue—at no extra cost

*Write, wire or phone*

**FRED T. STINSON**
General Manager

**ADFILMS LIMITED**

**77 York Street**
**Toronto, Ont. EM. 8-8986**



THE CANADIAN MOVING PICTURE DIGEST

Entered as Second Class Matter

RAY LEWIS
Editor-in-Chief

Address all mail to the Publisher
CANADIAN MOVING PICTURE DIGEST COMPANY, LIMITED
21 Dundas Square - Toronto
Telephone: EMpire 8-8696
Cable: Raydigest

Established 1915. Publication weekly.
Subscription: $5.00 yearly

— Correspondents —

BRUCE PEACOCK ..... Regina, Sask.
JACK DROY ..... Vancouver, B.C.
WILL McLAUGHLIN ..... Ottawa, Ont.
BILL PRESS ..... Toronto, Ont.
HELEN CROWLEY ..... Saint John, N.B.


# Maritime News

HELEN CROWLEY

**Metro-Goldwyn-Mayer is just terminating its Anniversary Drive celebrations which extended from January 24th to April 29th. This Drive has proved highly successful throughout the Maritimes. It is worthy of note that '1954' marks the thirtieth year of distribution of this Company as Metro-Goldwyn-Mayer.**

*Mr. M. J. Isman, Eastern Division Supervisor for Empire-Universal Film Company and Mr. Mark Plottel, recently appointed Sales Manager, were visitors to Saint John this week.*

**Mr. Norman McCutcheon, formerly associated with Metro-Goldwyn-Mayer in its 16 m.m. department, has now accepted a position with Famous Players Canadian Corporation as Manager of its Sky-Way Drive-in theatre at Moncton, N.B.**

*Mr. A. E. Smith, local manager of the MGM office, who has been hospitalized for the past several weeks, has now returned to his home where he will convalesce for some time before returning to his office.*

**Mr. G. A. Walters, Manager "Prince Edward" theatre, Charlottetown, P.E.I., arranged a special tie-up with the Ogilvie Flour Company on an Easter Saturday Cartoon show which enticed a capacity audience to the theatre. The sponsors paid for 3,000 Dodgers, also lined up several window displays and tie-up advertising with the grocers. They gave away half a million dollars in "Howdy-Doody" money at the door and provided prizes for several stage contests. Three boys, after saving up a million dollars of the money, were each presented with new bicycles.**

*Recent visitors to Film Row in Saint John were Mr. Fred Gregor of New Waterford—Mr. Claude Richards of Souris and Mr. Bruce Yeo of Montague.*

*Mr. James R. Sprague and Mr. C. Ferguson have been added to the 16 MM staff of MGM.*

# *MGM Studios In Full Production*

WITH all productions for the entire 1953-54 releasing season completed since March 1, *MGM* last month launched its 1954-55 producing schedule for eight important pictures to go before the cameras before the end of May.

At the same time, it was announced by *Dore Schary*, studio head, that twenty-two writers are currently assigned to scripts for other productions slated for future filming.

Rehearsals for the new films got underway in March, including "Jupiter's Darling," in *CinemaScope*, starring *Esther Williams* and *Howard Keel*, produced by *George Wells*, directed by *George Sidney;* "Green Fire," in *CinemaScope*, starring *Stewart Granger* and *Grace Kelly*, produced by *Armand Deutsch*, directed by *Andrew Marton;* "Many Rivers to Cross," in *CinemaScope*, starring *Robert Taylor*, produced by *Jack Cummings;* "Deep in My Heart," in *CinemaScope*, produced by *Arthur Freed*, directed by *Stanley Donen*, starring *Jose Ferrer;* "I'll See You Again," in *CinemaScope*, starring *Elizabeth Taylor*, produced by *Jack Cummings*, directed by *Richard Brooks;* "King's Thief," starring *Edmund Purdom*, produced by *Edwin H. Knopf*, directed by *Gottfried Reinhardt;* an original story by *Dore Schary*, with all-star cast, directed by *Charles Vidor;* "Athena," starring *Jane Powell, Janet Leigh, Debbie Reynolds*, produced by *Joe Pasternak*.

With production of these films, final editing, music scoring and special color printing will be completed on the productions that were finished in March, including three musicals filmed in *CinemaScope*, "Brigadoon," "The Student Prince" and "A Bride for Seven Brothers"; also "Valley of the Kings," "Betrayed" and "Beau Brummell," all filmed on foreign locations.

Previously completed for the 1953-54 schedule, are "Rose Marie," also in *CinemaScope;* "Panther Squadron 8," "Her Twelve Men." "Rhapsody," "Flame and the Flesh," "Executive Suite" and "Prisoner of War."

According to *Schary*, all the new films will be fashioned to exploit fullest advantage of the newest technical developments including new screen dimensions, advanced stereophonic sound, color photography and printing, as well as other scientific techniques resulting from *MGM's* months of research and experimentation in every field.

## STRATFORD ADVENTURE

A special New York Premiere was held at the Museum of Modern Art for the *National Film Board's* Stratford Adventure on Tuesday, May 4th. That same day, *Dr. Trueman, NFB* Commissioner was the guest of honor at a special Film Industry luncheon arranged by Mr. Taylor Mills of the *Canadian Cooperation Plan.*

The program of "She Shoulda Said No" and "One Too Many" gave *Len Gouin*, manager, Capitol theatre, Peterboro, plenty of opportunity for imaginative promotion.

*Len* tied in with the "Don't Drive If You Drink" slogan, and placed cards in conspicuous spots throughout the city to tie in with "One Too Many." The *AA* were contacted by *Len*, and they publicized the picture at two of their meetings.

$ $ $

"Personal Affair" packed 'em in at the Odeon, London, thanks to *Nicky Langston* and his showmanship! Not one but *two* co-op pages formed a solid selling point.

$ $ $

*Jim McDonough* gave patrons at the Tivoli theatre, Hamilton, a "SECOND CHANCE" to win prizes during the engagement of the picture.

In a tieup with a local jewellery store, he gave away two Bulova watches, 200 Bulova cooking timers, and 2,000 certificates valued at $2 each, were given away to be used as part payment at the jewellery store.

Publicist *Gerry Collins* and Manager *Jack Clarke* of *Loew's* Yonge St. Theatre, Toronto, had a tieup with the *National Sportsmen's Show* that brought "Rose Marie" to the attention of an estimated 100,000 people who attended this exhibition. In exchange for lobby credit card the theatre men obtained free space to exhibit a 14' x 7' display board advertising the picture at the *Sportsmen's Show*. The display was located near one of the main entrances.

Both *Eatons* and *Simpson's* department stores erected screens in their music departments on which was projected the regular "Rose Marie" trailer via a 16 mm. projector. These were run continuously for one week and were supported by displays of album posters and theatre credits. Cost of this promotion was shared jointly with *MGM* Records.

One hundred window streamers imprinted with picture and theatre copy were distributed in restaurants urging the public to drink tea and see "Rose Marie." This tieup was sponsored by the *Toronto Tea Bureau.*

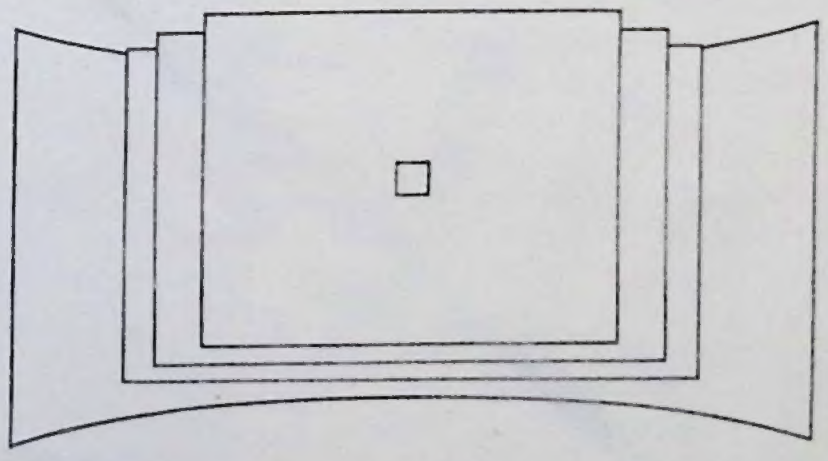
$ $ $

The combination of "Roman Holiday" and the *National Film Board* short "The Harbor" gave *Pete Seelinger*, manager, Capitol Theatre, Halifax, plenty of opportunity to splurge in promotion.

A sneak preview of "Roman Holiday" was held and fan photos of *Audrey Hepburn* were given away. These fan photos were also given away by a radio station. Those not given away, were then stamped, passed out to the patrons after they had seen the picture.

To the first 20 persons submitting the correct answers to a quiz on Rome, *Pete* gave away passes to the picture. The quiz was conducted as part of a radio program on movies.

"OPERATION ATTENDANCE"



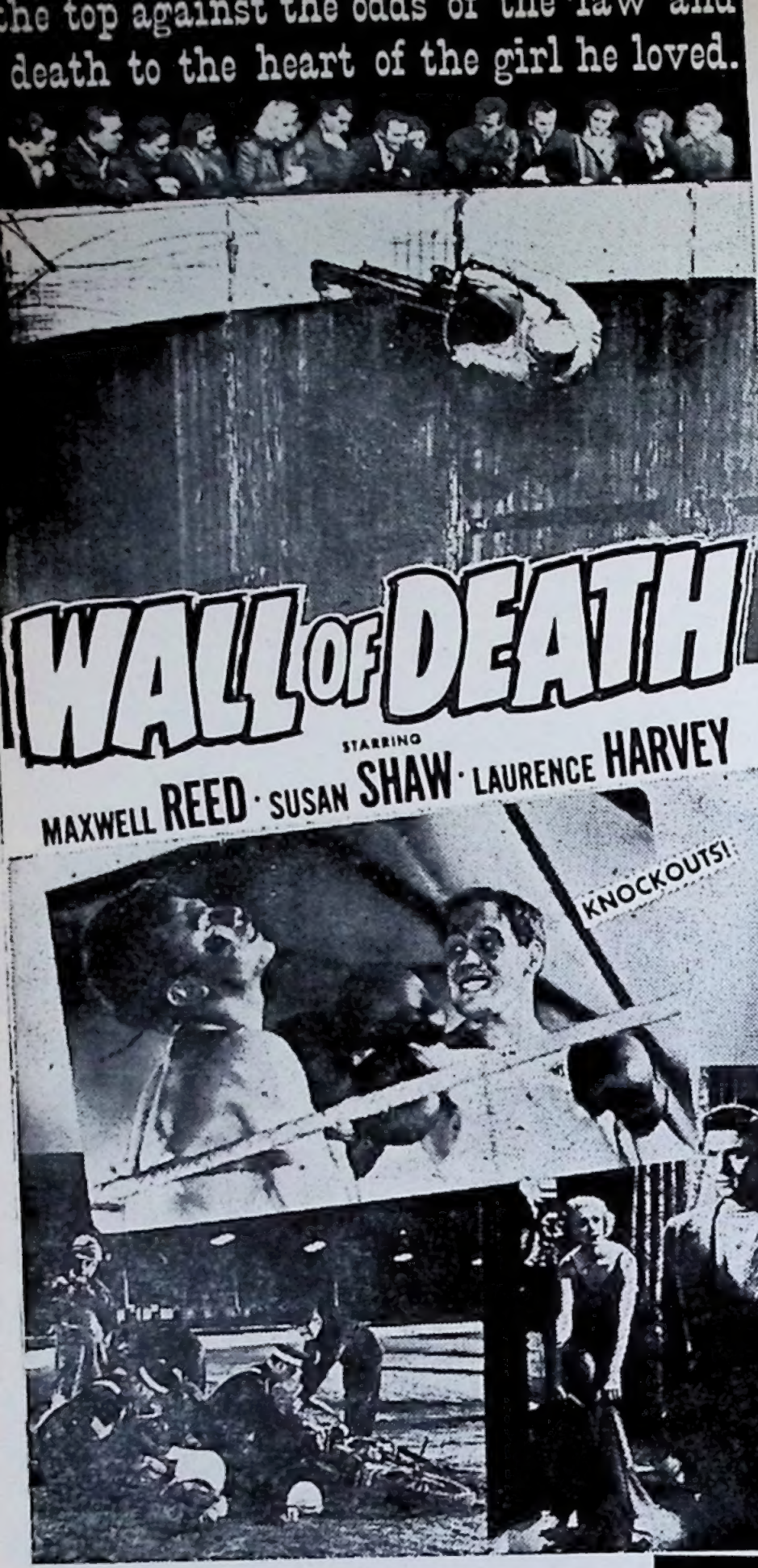
- What do your patrons really want?
- PERKINS has all aspect ratios: 1.39 to 1, 1.66 to 1, 1.85 to 1

CINEMASCOPE

"MISSION ACCOMPLISHED!"

PERKINS ELECTRIC CO. LTD.

HEAD OFFICE: MONTREAL
Branches
VANCOUVER, TORONTO, MONCTON.


he top against the odds of the law and
death to the heart of the girl he loved.
WALL OF DEATH
STARRING
MAXWELL REED · SUSAN SHAW · LAURENCE HARVEY
KNOCKOUTS!

SEE THE DAREDEVILS OF CARNIVAL LIFE BROUGHT TO THE SCREEN IN A THRILLING ACTION-PACKED STORY!

# WALL OF DEATH

AN
ALLIANCE
FILMS RELEASE

# Ray Presents

*(Continued from Page 3)*

Mr. Balaban, last week welcomed 4,000 members of the Motion Picture Industry to the first demonstration of VistaVision, at Radio City Music Hall, New York, which according to Trade reports was impressive.

Mr. Balaban said, "On behalf of Paramount Pictures, I am privileged to welcome you to this viewing of VistaVision. For your interest, your presence and your cooperation in arranging your time to meet our schedule, we are grateful.

*"To Russell Downing and his associates of the Music Hall, we are deeply indebted for their generosity in affording us, the staff and facilities of this magnificent institution.*

"THERE are present here this morning, Mr. Y. Frank Freeman, our Vice-President and head of the Studio; Mr. Loren Ryder, in charge of engineering and research; and a number of members of the Studio technical staff. To them and their associates in Hollywood, goes full credit for bringing VistaVision into being. It was their vision, courage and untold hours of just plain hard work that resulted, in such a short space of time, in what you are about to see and which I regard as a major and eventful contribution to motion picture presentation."

*The mailman delivered a welcome letter from Max Youngstein, UA Vice-President and National Director of Advertising, Publicity and Exploitation.*

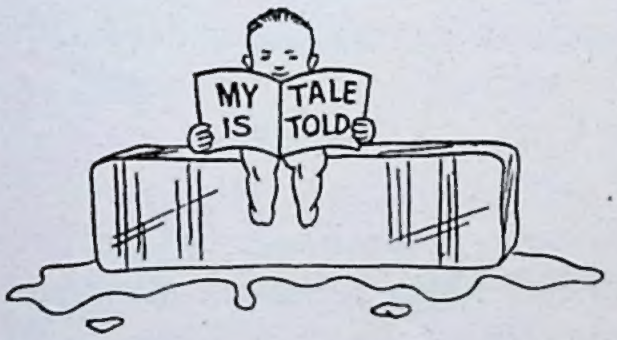
*"Dear Ray:*

*"Just returned to New York to see your wonderful issue of April 24th on United Artists.*

*"We are all very grateful to you.*

*"Best wishes.*

*Sincerely,*
*Max E. Youngstein."*




## THE KIDNAPPERS

The screen version of the *Neil Patterson* Short Story "Scotch Settlement" now breaking records, is released in Canada under the title "THE KIDNAPPERS" by Jaro.

The two stars who steal the picture are *Vincent Winter* (aged 5) and *Jon Whitley* (aged 8) and the critics and reviewers claim that *Vincent* is the biggest child discovery in the history of motion pictures.

*Jon* and *Vincent play* orphans in this dramatic story of young innocence involved in feuden' passionate love and misguided religious convictions of a tyrannical grandfather.

# *U-I Production In High Gear*

Reflecting the steady progress being made by *Universal-International*, employment at the studio has been increasing constantly since January 1 and has now reached its highest point in more than a year with 1,990 persons currently on the payroll.

This figure is more than double the number of employees at the studio last May when workers in all categories totaled only 930. This was the lowest employment figure recorded by the studio in recent years.

The steady climb in *U-I's* employment has been taking place in the face of generally slow activities throughout the industry.

The recent increase in studio personnel covers all departments and is due largely to the current high production level — five top budget features now shooting — and the busy schedule looming for the coming months.

*U-I's* roster of producers, directors, writers and players is now the largest it has been in many months.

The recent signing of veteran producer *Sam Marx* gives the studio a total of ten top producers, the others being *William Alland, Robert Arthur, Howard Christie, Albert J. Cohen, Ross Hunter, Howard Pine, Ted Richmond, Aaron Rosenberg* and *Stanley Rubin.*

The director roster also is at a new high with 12 directors now under term or picture contracts. This group includes *Laslo Benedek, Richard Carlson, Jesse Hibbs, Jerry Hopper, Charles Lamont, Arthur Lubin, Rudolph Mate, Joe Newman, Joseph Pevney, Richard Quine, George Sherman* and *Douglas Sirk.*

Thirty-two writers now are working at the studio on 30 different scripts.

The studio now has one of the largest player rosters of any major company in Hollywood, with 36 stars and featured players being under exclusive long term contract and nearly 50 name actors and actresses have single or multiple picture contracts.

Among those under exclusive contract are such stars as *Abbott and Costello, Jeff Chandler, Tony Curtis, Rock Hudson, Audie Murphy, Julia Adams, Suzan Ball, Mari Blanchard, Susan Cabot, Marcia Henderson, Kathleen Hughes, Piper Laurie, Lori Nelson, Mala Powers, Barbara Rush* and *Mamie Van Doren.*

Those having contracts for one or more pictures include *June Allyson, Arlene Dahl, Yvonne DeCarlo, Gloria Grahame, Janet Leigh, Marjorie Main, Maureen O'Hara, Ludmilla Tcherina, Ursula Thiess, Shelley Winters, Rory Calhoun, Dan Duryea, John Forsythe, Sterling Hayden, Alan Ladd, Joel McCrea, Donald O'Connor, Jack Palance, James Stewart* and *Chill Wills.*

In addition to the various talent categories, the increased number of workers is reflected throughout the studio from office workers through the various branches of technical workers and laborers.

## MAGNIFICENT OBSESSION

More than 2,500 industry leaders, civic officials, entertainment industry personalities and representatives of press, radio, television and the book publishing field, attended the gala invitational preview at Loew's 72nd Street Theatre in New York of *Universal-International's* "Magnificent Obsession" in *Technicolor* based on the famous *Lloyd C. Douglas* novel and starring *Jane Wyman* and *Rock Hudson.*

This preview and a similar gala event for Hollywood's press and personalities held at the Westwood Village Theatre in Hollywood are serving to launch the advance promotional campaign of "Magnificent Obsession" to be released in August in the same manner as the launching of *U-I's* record-breaking "The Glenn Miller Story."

## GOLDSTEIN TO PRODUCE TEN FOR UA

In one of the most important film production and distribution deals in recent months, *Leonard Goldstein*, President of the newly formed *Leonard Goldstein Productions* and *Robert S. Benjamin*, Chairman of the Board of *United Artists*, jointly announced completion of an agreement for a program of ten major motion pictures to be released through *United Artists* within the next year.

The deal, which was negotiated by *Mr. Goldstein* and *Gordon Youngman*, attorney for *Leonard Goldstein Productions*, and *Benjamin* for *United Artists*, represents an estimated negative cost of more than $10,000,000.

Joining *Mr. Goldstein*, whose production record is 70 major motion pictures in the past six years, which has established him among Hollywood's foremost producers, will be *Robert Jacks*, Vice-President of *Panoramic Productions*, and *Robert Goldstein*, who is currently in Europe producing a picture. They will serve as production associates in *Leonard Goldstein's* newly formed independent company.

Eight of the planned films will be in color; all will utilize top stars, directors and writers. The new company is scheduled to start operation about May 15th when "Hawk of the Desert," the last of the ten *Panoramic Productions*, is completed for *20th Century-Fox.*

## VANCOUVER NEWS

By JACK DROY

**Myer Rabehak has started construction of a 300-seat house in the farming community of Brownvale, Alberta. John Dobni is erecting a 35 mm. at Smylie, Sask., both spots are the towns first 35 mm. houses. Mrs. Rusk has sold her 250-seat Maidstone, Saskatchewan Theatre to Isadore Harman, a local merchant.**

*Haskell Masters, Canadian general manager for WB, was in town, and said Vancouver will have a new film building in the near future. Project is in the planning stages.*

**Odeon circuit have done a top-rate job on both the interior and exterior of the Olympia theatre which is now one of the best suburban houses in Vancouver.**

*Famous Players has installed CinemaScope and stereophonic sound in the Columbia at New Westminster. It's the fourth installation in British Columbia.*

**Stan Pooley, former manager of the Strand in Vancouver is the new manager of the Stanley-Warner Ambridge, Pa. Theatre.**

*Lou Karp, district booker for Famous Players, Claude Smith, manager of the Paramount, Chilliwack, and Sydney Summers, stage manager of the Orpheum, Vancouver, are new members of Famous Players 25 Year Club.*

**R. B. Faulkner, old time projectionist, a member of the Odeon-Lux staff, died after a long illness, he was 69, and a former member of the R.N.W.M.P. at Regina, Sask.**

*The wife of Earl Dalgleish, Warner's manager here, is president of the building committee which recently completed the new YWCA in downtown Vancouver.*

**Work is under way on the Belmont Drive-in near Edmonton, Alberta, and the Twi-Lite near Wolsley, Sask. This ozoner will accomodate 300-cars.**

**The Lonsdale theatre, one of North Vancouver landmarks which opened in 1905 and which was a part of the Odeon circuit has been sold by the chain for a reported $15,000 and will be converted into stores.**

*A veteran theatreman who operated the first theatre in several Saskatchewan towns, George Burroughs, died recently in Moose Jaw hospital. He was 61.*

**Ruby Westvold, in charge of Famous Players concessions at Regina, Sask., holidaying on the Pacific coast. The site of the old National and Columbia which were next door to each other on the skid road is now a department store.**

*"Killers From Space" was placed in the Adult category by the B.C. censors.*

Charles M. Reagan, General Manager of Sales for MGM, announced that MGM will release its CinemaScope pictures to all theatres capable of presenting them on a wide screen and with anamorphic projection. All films released will be with Perspecta sound tracks permitting exhibitors to employ either stereophonic sound or single channel sound.

●

When I saw a newspaper display of a fire-chief, a mayor and a business-man lined up with, Miss Beautify The City, a shapely damsel in a bathing suit, with bare legs, introducing the cleaning-up campaign, I said to myself, "Those legs have gone to far".

●

There is a tide in the affairs of Man when a woman's legs should be under her skirt. If we keep on displaying a woman's legs as promiscuously and publicly as we are doing, the women will be left without a leg to stand on.

●

Dr. Renato Gualino, president of Lux Film Export was a recent visitor in Toronto. Dr. Gualino stated his company would start production in VistaVision in the early Fall.

●

Variey Club Ireland sponsored the opening presentation of 20th Century-Fox's, The Robe at the Savoy, Dublin, the first theatre in the country to be equipped for CinemaScope with Stereophonic Sound. The president of Eire, Sean T. O'Kelly was among the distinguished guests. Entire receipts in aid of Variety Club's work on behalf of blind children. Patrick Farrell of Capitol and Allied Cinemas made the address of welcome and explained the objectives of Variety Club.

●

Rita Hayworth's two ex-husbands came to bear witness for her, that she is a good mother when her children Rebecca, daughter of Orson Welles, and Jasmin, daughter of the Aly Khan, were to be taken from her under a court order, alleging she had neglected them.

●

Oldsmobile gets the Academy Oscars Show for TV in March 1955, which leaves MPAA the possibility of taking the Academy Award presentations in 1956.

●

Isn't Robert Young, battling the old railroad financial magnates, for the control of the New York Central Railroad, the same Robert Young, who took a flyer in the production of motion pictures in the days prior to the decline of the Eagle-Lion Classics Empire in the U.S.?

# CAPITAL STORY

By BILL McLAUGHLIN

Manager Clare Chamberlain of the Glebe Cinema was fined $50 in City Court the other day when he was found guilty of neglecting to have a matron in the theatre to look after children. Chamberlain staged a special children's show on the afternoon of April 3, expected about 100 youngsters and got a real big surprise when over 800 turned up. Taking into consideration that his regular matron had received an urgent call to visit a relative in hospital and that he was unable to obtain a substitute on such short notice, Magistrate Strike said he would impose the minimum fine. The maxium penalty under the Ontario Theatres Act is a $500 fine.

*Metro-Goldwyn-Mayer's Julius Caesar is now on its second week at the Little Elgin Theatre, and is getting a good play at increased prices of $1.00 matinees and $1.50 evenings, with a special rebate for students.*

Mr. and Mrs. Antonio Tremblay, who have brought to Ottawa many of the world's greatest artists during the past 25 years, were honored on their "silver wedding in concerts" at the Capitol Theatre following the final recital of the current season. The famous Ottawa impresario and his lady were presented with a cheque and a morocco bound scroll on behalf of their thousands of annual subscribers and friends.

*The JARO importation, The Kidnappers, turned out to be somewhat of a "sleeper" at the Glebe Cinema. The production starring a coup'e of talented youngsters—Vincent Winter and Johnny Whitely—is now on its third week and still going strong.*

The Long, Long Trailer was one of the best comedies seen here in several years and received oodles of favorable critiques from the local press.

*Operation Ivy, produced in color by the United States Joint Task Force during the H-bomb tests which destroyed an island in the South Pacific in November, 1952, was screened in the Victoria Memorial Museum during a meeting of the Civil Service Civil Defence Organization. Health Minister Paul Martin introduced the film, with Major General F. F. Worthington acting as chairman.*

Manager George Jordan of the O'Brien Theatre, Arnprior, has pepped up his exploitation. A Boy Scout parade was held to the theatre for "Mr. Scoutmaster"; passes were awarded to the 10 best cowboy costumes by a boy or girl at a performance of "Arena", and there was also a guessing contest with passes for those who could guess what was under a hat in a men's store window.

*Morris Berlin, owner and manager of the Somerset Theatre, gave a private showing of Song of Bernadette for some 300 clergymen from Ottawa and Hull. Morris is advertising the production for an early opening at his popular subsequent-run theatre on Somerset St., near the corner of Bank.*

*Use This Information As Your Guide on Release Dates*

## TORONTO

IMPERIAL
Elephant Walk (Para.) Technicolor with Elizabeth Taylor.

SHEA'S
Phantom of the Rue Morgue (WB) WarnerColor and 3-D with Karl Malden.

UNIVERSITY & EGLINTON
How to Marry a Millionaire (20th-Fox) CinemaScope and Technicolor with Marilyn Monroe.

NORTOWN
Red Garters (Para.) Technicolor with Rosemary Clooney.

ODEON-CARLTON
The Love Lottery (JARO) Technicolor with David Niven.

UPTOWN
Tenth week. The Glenn Miller Story (E-U) Technicolor with James Stewart.

LOEW'S
Rhapsody (MGM) Technicolor with Elizabeth Taylor.

TOWNE CINEMA
Sixth week. The Living Desert (RKO) Technicolor.

HYLAND & CHRISTIE
Third week. The Kidnappers (JARO) with Vincent Winter.

DOWNTOWN
Jubilee Trail (E-U) Trucolor and Hell's Half Acre (E-U).

## MONTREAL

PALACE
Rose Marie (MGM) CinemaScope and Color with Ann Blyth.

LOEW'S
Second week. Rhapsody (MGM) Technicolor with Elizabeth Taylor.

PRINCESS
Beachhead (UA) Technicolor with Frank Lovejoy.

CAPITOL
It Should Happen to You (Col.) with Judy Holliday.

IMPERIAL
Second week. Public Enemy (WB) and Little Caesar (WB).

ORPHEUM
Second week. Quo Vadis (MGM) Technicolor with Robert Taylor.

KENT
Fourth week. The Kidnappers (JARO) with Vincent Winter.

SEVILLE-STRAND-SNOWDON-OUTREMONT
Gentlemen Prefer Blondes (20th-Fox) Technicolor with Jane Russell.

ALOUETTE
Fourth week. Le Retour de Don Camillo.

## SAINT JOHN

PARAMOUNT
Night People (20th-Fox) CinemaScope and Technicolor with Gregory Peck.

CAPITOL
Rob Roy (RKO) Technicolor with Richard Todd.

STRAND
Beachhead (UA) Technicolor with Frank Lovejoy.

## WINNIPEG

CAPITOL
Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

LYCEUM
Escape from Fort Bravo (MGM) Color with William Holden.

VALOUR
Third week. Genevieve (JARO) Technicolor with John Gregson.

MET
Torch Song (MGM) Technicolor with Joan Crawford.

ODEON
The Kidnappers (JARO) with Vincent Winter.

GARRICK
I, The Jury (UA).

## VANCOUVER

CAPITOL
Hell and High Water (20th-Fox) CinemaScope and Technicolor with Richard Widmark.

ORPHEUM
Casanova's Big Night (Para.) Technicolor with Bob Hope.

VOGUE
Ma and Pa Kettle at Home (E-U) with Marjorie Main.

## PLAY BALL

The *Toronto Motion Picture Softball League* got off to a flying start last Sunday morning at Exhibition Park. A good turn-out of baseball fans from many of the Film Industry's offices in Toronto was evident, despite the early hour, to cheer and applaud their favorites.

The *Film Distributors'* team, managed by *Harry Imperial* won by a score of 4-3 over the *Toronto Projectionists*, managed by *Harry Brooks*. *Theatre Confections Ltd.*, managed by *Andy Rouse*, took a close game from *Famous Players*, managed by *Russ Moffatt*. The score was 10-9. Games will be played every Sunday morning, starting at 10 a.m. at Exhibition Park, at the foot of the Dufferin Gate entrance.

## Those Reported Missing

*Dianne Foster*, who has just completed a co-starring role with *Dana Andrews* and *Donna Reed* in *Columbia's Technicolor* Western, "Three Hours to Kill," will next team with *Robert Francis* as the feminine lead of "Those Reported Missing," *Bryan Foy* production which *Lew Seiler* directs.

CANADIAN NATIONAL

# CANADIAN N... TELEGRA...

J R WHITE GENERAL MANAGER
TORONTO

STANDARD TIME

...APR 30 PM 1 27 (25)00

TN142 77 DL=SAINTJOHN NB 30 159P=
FRANK FISHER= J ARTHUR RANK FILM DIST CDA LTD=
277 VICTORIA ST=

WE THOUGHT WHEN YOU ESTABLISHED BOX OFFICE RECORDS AT REGULAR ADMISSION PRICES LAST YEAR AT STRAD THEATRE SYDNEY WITH QUEEN IS CROWNED THAT IT WAS ONE WHICH WOULD STAND FOR A LONG TIME STOP THANKS TO J ARTHUR RANK TEN MONTHS LATER NAMELY LAST WEEK IT WAS SHATTERED WITH YOUR OUTSTANDING PRODUCTION THE KIDNAPPERS STOP WE CAN CONSCIENTIOUSLY HIGHLY RECOMMEND THE KIDNAPPERS TO ANY THEATRE REGARDLESS OF SIZE OF POPULATION OR SEATING CAPACITY STOP KIND PERSONAL REGARDS=
LYNN BERNSTEIN LIEBERMAN=

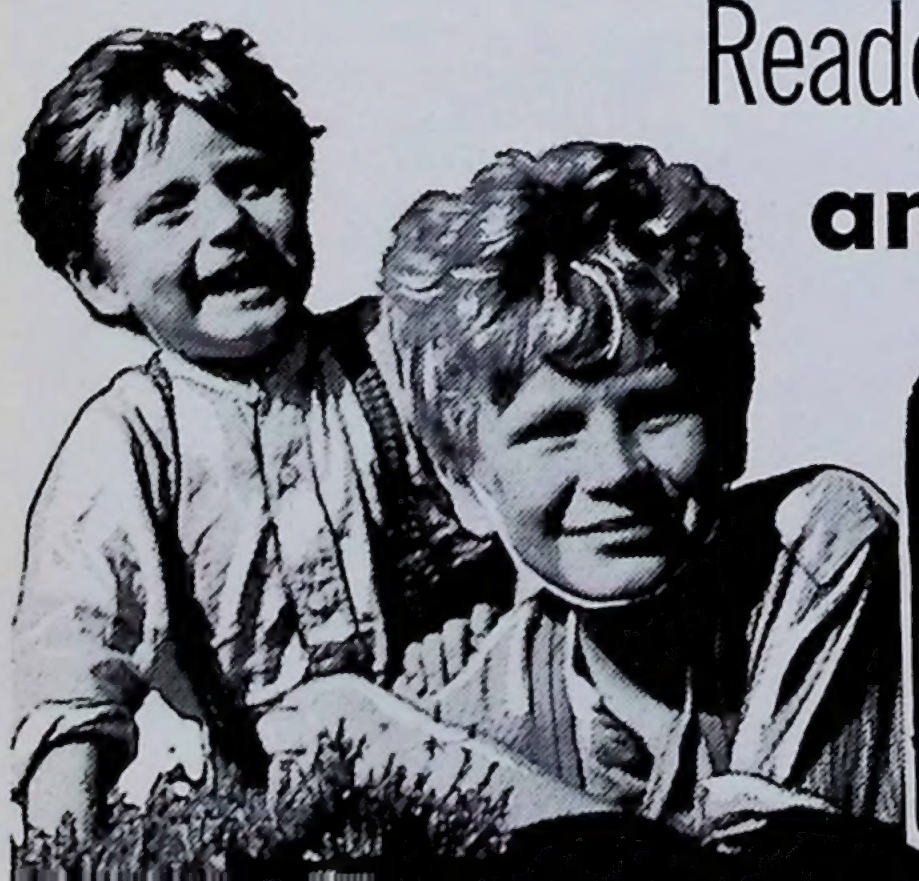
"A MASTERPIECE"

# Nationally Advertised in Canada in

## Weekend Picture Magazine
## Star Weekly • MacLeans

## Readership **6 MILLION**

**and they will all want to see**



# The Kidnappers